



Construction Chemicals



Dow Construction Chemicals

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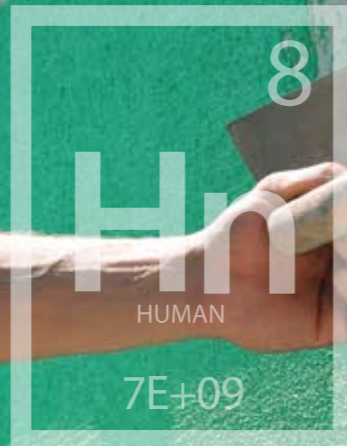
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Find the Bond between
Chemistry and Humanity



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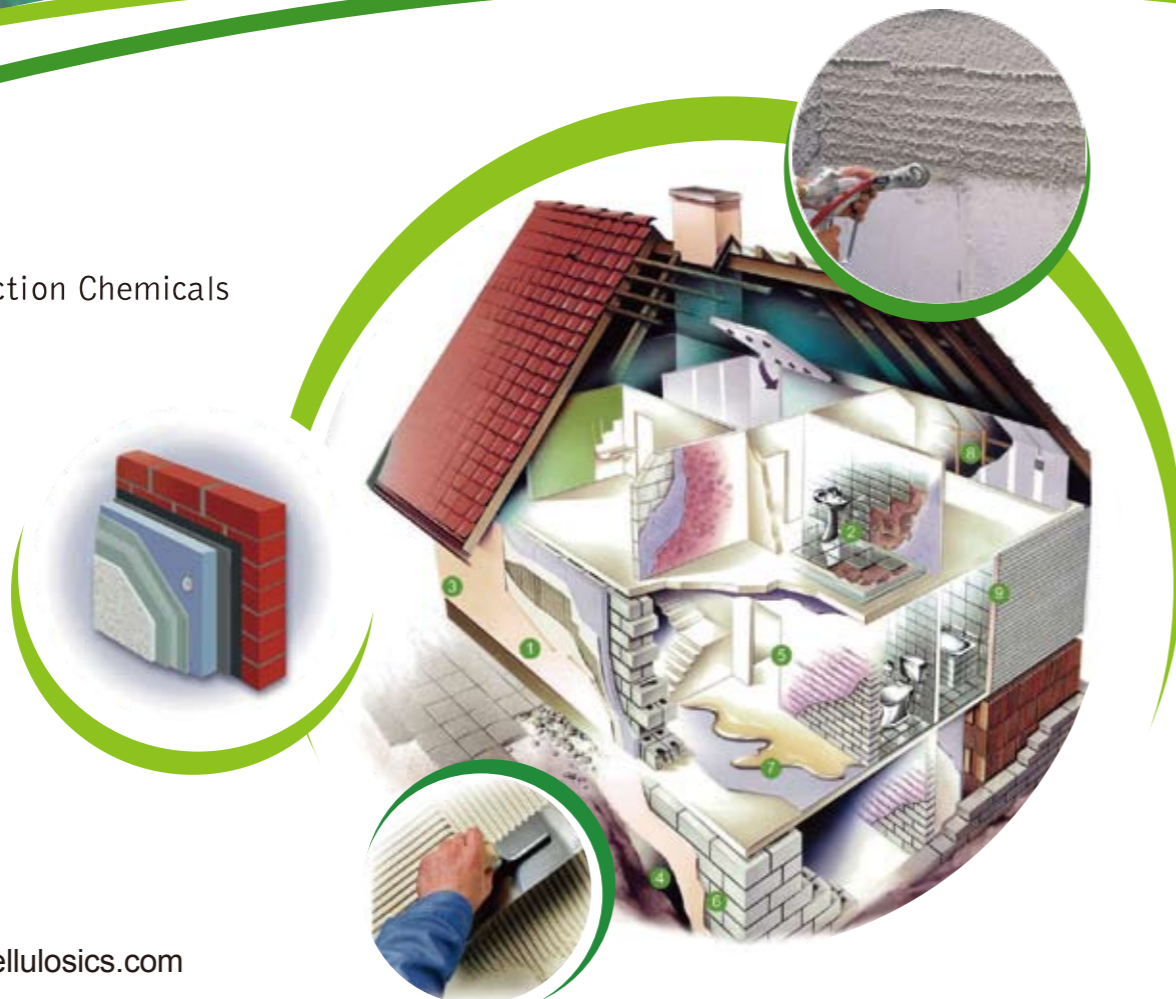
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Dow
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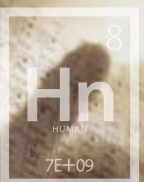


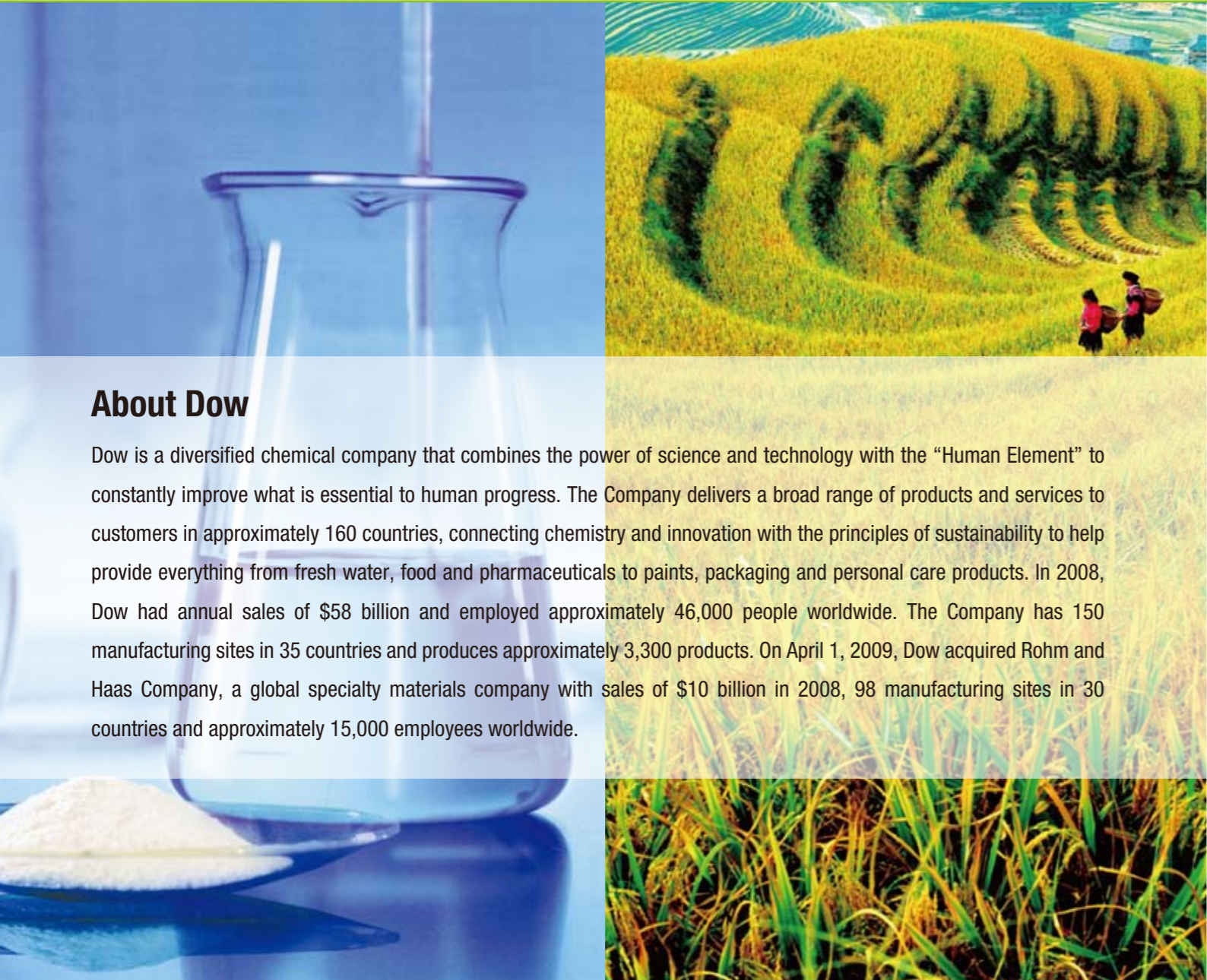
www.dow.com
www.dowwolffcellulosics.com



**"If we can't do it better than others,
why do it?"**

**—Herbert H. Dow
(1866-1930)**



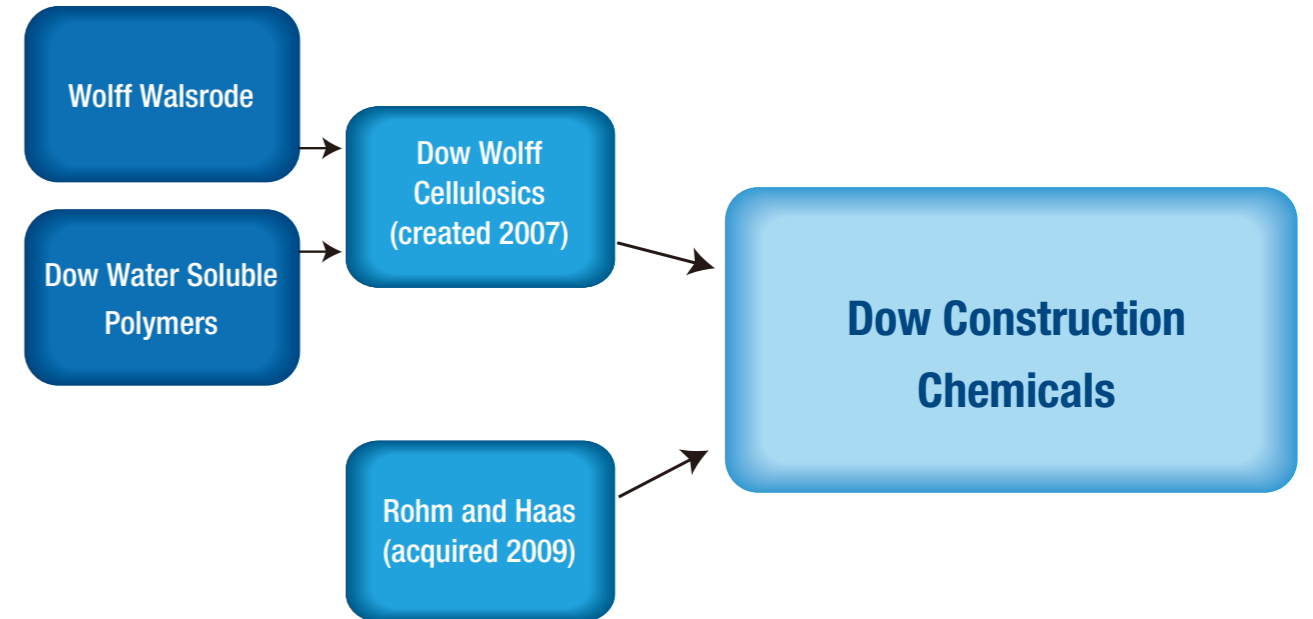


About Dow

Dow is a diversified chemical company that combines the power of science and technology with the “Human Element” to constantly improve what is essential to human progress. The Company delivers a broad range of products and services to customers in approximately 160 countries, connecting chemistry and innovation with the principles of sustainability to help provide everything from fresh water, food and pharmaceuticals to paints, packaging and personal care products. In 2008, Dow had annual sales of \$58 billion and employed approximately 46,000 people worldwide. The Company has 150 manufacturing sites in 35 countries and produces approximately 3,300 products. On April 1, 2009, Dow acquired Rohm and Haas Company, a global specialty materials company with sales of \$10 billion in 2008, 98 manufacturing sites in 30 countries and approximately 15,000 employees worldwide.

About Dow Construction Chemicals

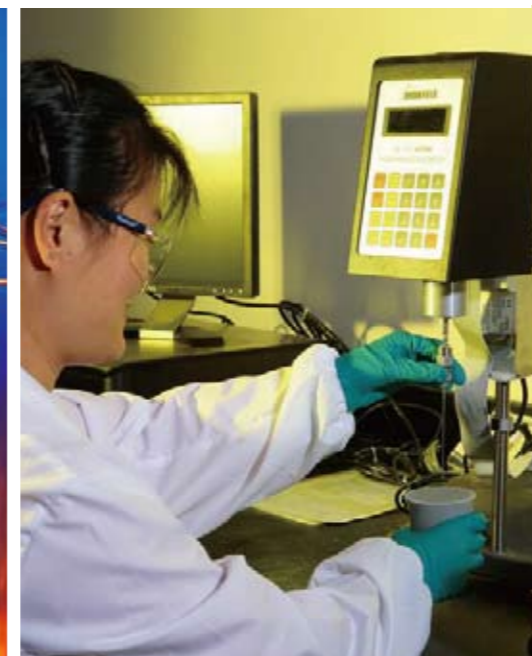
— Better Chemistry Comes from a More Powerful Team



— the Total Solution Provider!

- Unrivaled product portfolio that offers Cellulosics, RDP and Latex as integrated ingredients as a manufacturer
- Powerful technologies and strong brands from industry leaders: Dow Wolff + Rohm and Haas (through acquisition)
- Decades of experiences with in-depth formulation knowledge and application know-how
- Committed to value-added services to customers
- Dedicated to the construction industry

We provide revolutionary solutions to help our customers win!





Broad Portfolio of Acrylic Latex - Based Technologies for...

- Caulks and sealants
- Cement modifiers including waterproofing
- Structural adhesives
- Elastomeric roof coatings
- EIFS additives
- Insulation binders
- Roof tile and siding coatings

Global Leader in Cellulosic - Based Technologies for...

- Tile adhesives and tile grouts
- Cement plasters
- Gypsum plasters, fillers and joint compounds
- Reinforcing and bonding mortars for EIFS
- Latex-based systems (ready - to - use, tape joint compounds)
- General mortars and concrete

Home to Proven Brands

- AQUASET™ Acrylic Thermosetting Resins
- CELLOSIZETM Hydroxyethyl Cellulose
- DOW™ Latex Powders
- METHOCEL™ Cellulose Ethers
- POLYOXTM Water Soluble Resins
- PRIMAL™ Flexible Acrylic Copolymer
- RHOPLEX™ Aqueous Acrylic Polymer Emulsions
- WALOCEL™ C Cellulose Ethers
- WALOCEL™ M Cellulose Ethers

Dow's Ongoing Sustainability Commitment

- 100+ years of sustainable chemistry
- 60+ years of providing energy - efficient materials to the construction and building industry
- Since 1994, reduced overall energy intensity by 24 percent
- Named "Energy Star Partner of the Year" for 2008
- Eliminated almost \$2 billion in waste since 1986
- Winner of six U.S. Presidential Green Chemistry Awards - more than any other company
- Track our progress on our 2015 Sustainability Goals www.dow.com/sustainability

Globally Positioned to Meet Your Needs, R&D and Production Facilities



Shanghai Dow Center

The new Dow Center, which will house up to 1,800 employees, will become the business and innovation hub for Dow in Asia Pacific. It will be comprised of a state-of-the-art research and development (R&D) facility as well as an information technology (IT) center, together with other service and support facilities.

The new R&D facility - to be supported by hundreds of scientists - will include over 60 laboratories dedicated to developing innovative solutions for a wide range of industries vital for human progress such as building and construction, automotive, human health, and personal care.

The new IT Center will provide leading edge IT services and work processes to support Dow's operations not only in China but around the world.



About Dow Construction Chemicals' Latex Product

The acrylic - based latex product line from the new Dow Construction Chemicals business combines two of the world's leading suppliers in the acrylic polymer chemistries following the acquisition of Rohm and Haas in 2009. The new business inherited the traditions of these industry leaders who have pioneered acrylic waterborne chemistry with a rich history of innovation and customer satisfaction and will provide accelerated customer - driven innovation by leveraging each other's strengths and by tapping into the largest research and development organization in the industry. As leading providers of high - performing additives for cement based products used in industrial, commercial and residential functions - for new, repair or retrofit applications, we offer a broad portfolio of products and solutions that appeal to the creativity of the architects, owners and contractors with such benefits as:

- High adhesion to a broad range of substrates
- Weatherability
- Excellent water - resistance
- Long - term durability
- Ease of application
- Excellent chemical or discoloration resistance
- Environmental friendly

Formulations based on Dow's binders and additives contribute to the enhancement of our highways, sidewalks, and sound barriers, as well as interior walls and hallways.



All Latex Product Offerings

Application	Product	Characteristics	Solids %	Viscosity mPa.s	MFFT °C	pH	Specific application
Insulation layer of EIFS	Primal™ MC-76LO	<ul style="list-style-type: none"> • more than 20 years, application history • improve cementitious product for adhesion strength, flexibility and long - term weathering resistance 	47.0	<80	11	9.0	Adhesives Basecoat Putty
	Primal™ AC-8104	<ul style="list-style-type: none"> • Lower Tg value to improve cementitious product for higher flexibility and crack resistance • Long-term weathering resistance 	50.5	<500	<0	9.1	Adhesives Basecoat Flexible putty
	Primal™ AS-8000	<ul style="list-style-type: none"> • Excellent water and alkali resistance • Improve cementitious product for outstanding flexibility and adhesion strength 	56.5	<1600	<0	8.0	Primer for XPS PU board Flexible putty
Coating for EIFS	Ucar™ 8152	<ul style="list-style-type: none"> • excellent penetrate ability and adhesion strength • outstanding water and alkali resistance 	30.5	<20	<0	8.5	Primer
	Primal™ 8349	<ul style="list-style-type: none"> • 100% acrylic • Good durability 	50	<300	18	9.5	Exterior coating
	Elastine™ 8556	<ul style="list-style-type: none"> • Good flexibility, anti-crack • UV-cross linking, pure acrylic • Formaldehyde free, APEO free 	50.5	<750	<0	7.5	Exterior elastomeric coating
Texture coating	Ucar™ 8152	<ul style="list-style-type: none"> • excellent penetrate ability and adhesion strength • outstanding water and alkali resistance 	30.5	<20	<0	8.5	Primer
	Primal™ 8349	<ul style="list-style-type: none"> • 100% acrylic, good color retention and durability 	50	<300	18	9.5	Texture coating
	Primal™ AC-8356	<ul style="list-style-type: none"> • excellent water and water whitening resistance • 100% acrylic, high durability 	45.5	<1500	14	8.0	Texture coating
	Elastine™ 8556	<ul style="list-style-type: none"> • Good flexibility, anti-crack • UV-cross linking, pure acrylic • Formaldehyde free, APEO free 	50.5	<750	<0	7.5	Elastomeric texture coating
	Primal™ AS-8508	<ul style="list-style-type: none"> • outstanding durability • good formula stability • styrene acrylic, economic 	48.0	<1000	29	8.0	texture coating
	Primal™ AC-3001	<ul style="list-style-type: none"> • excellent water and water whitening resistance • appropriate hardness, good DUPR performance • Pure acrylic, high durability 	48.0	<800	27	8.5	Top clear coating
Waterproof application	Primal™ AS-8000	<ul style="list-style-type: none"> • Excellent water and alkali resistance • Improve cementitious product for outstanding flexibility and adhesion strength 	56.5	<1600	<0	8.0	Cementitious waterproof coating
	Ucar™ 161N	<ul style="list-style-type: none"> • good compatibility with cement • Get both high strength and flexibility 	56.5	<1500	<0	7.0	Cementitious waterproof coating
	Ucar™ CM 101	<ul style="list-style-type: none"> • Excellent water and alkali resistance • Good mechanical stability • appropriate hardness 	50.5	<2500	16	8.5	One pack waterproof coating
	Primal™ AC-3001	<ul style="list-style-type: none"> • excellent water and water whitening resistance • appropriate hardness, good DUPR performance • Pure acrylic, high durability 	48.0	<800	27	8.5	Transparent waterproof



Application	Product	Characteristics	Solids %	Viscosity mPa.s	MFFT °C	pH	Specific application
Roof coating	Primal™ EC-1791	<ul style="list-style-type: none"> • Designed for roof coating • excellent water resistance and high durability • Good adhesion strength to different substrate 	50.0	<400	<0	9.5	General roof coating
	Lipacryl™ MB-3640	<ul style="list-style-type: none"> • Designed for roof coating • Excellent dry and wet adhesion to new modified bitumen substrate • Excellent asphalt bleed resistance 	55.0	<400	<0	7.0	For mod-Bit and asphalt substrate
Caulks and sealants	Ucar™ 169S	<ul style="list-style-type: none"> • suitable for transparent or pigmented sealants • high solid content. Easy for formula design • Could meet ASTM C-920 	62.5	<1000	<0	5.0	Caulks and sealants
	Rovace™ 86	<ul style="list-style-type: none"> • keep flexibility in a brand temperature range • Good adhesion to wood substrate • Good whiteness retention ability 	55	<300	<0	5.5	Caulks and sealants
Thermal set ester	Aquaset™ 100	<ul style="list-style-type: none"> • formaldehyde free, environment friendly • waterborne, thermal set • excellent mechanical strength 	53	<500		3.8	Insulation materials and filters
Concrete roof tile application	Primal™ MC-76LO	<ul style="list-style-type: none"> • more than 20 years, application history • improve cementitious product for adhesion strength, flexibility and long - term weathering resistance 	47.0	<80	11	9.0	Concrete roof tile
	Primal™ AS-8508	<ul style="list-style-type: none"> • outstanding durability • good formula stability • styrene acrylic, economic 	48.0	<1000	29	8.0	Low cost tile paint
	Primal™ 8349	<ul style="list-style-type: none"> • 100% acrylic, good color retention and durability 	50	<300	18	9.5	High quality tile coating
	Primal™ E-357	<ul style="list-style-type: none"> • Pure acrylic, excellent durability • quickly build the film hardness, extreme anti-block resistance 	47.5	<200	<50	9.5	Fiber cement coating
	Primal™ AC-3001	<ul style="list-style-type: none"> • excellent water and water whitening resistance • appropriate hardness, good DUPR performance • Pure acrylic, high durability 	48.0	<800	27	8.5	Clear top coating
	Primal™ MC-76LO	<ul style="list-style-type: none"> • more than 20 years, application history • improve cementitious product for adhesion strength, flexibility and long - term weathering resistance 	47.0	<80	11	9.0	Cementitious floor
Floor system application	Primal™ 8349	<ul style="list-style-type: none"> • 100% acrylic, good color retention and durability 	50	<300	18	9.5	Tennis court topcoat running tracks
	Elastine™ 8556	<ul style="list-style-type: none"> • Good flexibility, anti - crack • UV - cross linking, pure acrylic • Formaldehyde free, APEO free 	50.5	<750	<0	7.5	Tennis court topcoat running tracks
	Primal™ WL-8179	<ul style="list-style-type: none"> • Hi Tg, good hardness and anti - wear ability • Good resistance to chemicals and oil 	41.5	<200	52	7.6	Garage floor paint
	Primal™ AC-3001	<ul style="list-style-type: none"> • excellent water and water whitening resistance • appropriate hardness, good DUPR performance • Pure acrylic, high durability 	48.0	<800	27	8.5	Transparent waterproof